EXHIBIT 660 TO CISNEROS DECLARATION IN SUPPORT OF PLAINTIFFS' SUPPLEMENTAL MOTION FOR CLASS CERTIFICATION [ECF NO. 418-2] REDACTED VERSION

From:	Jonathan Rosenberg < Jonathan@google.com > on behalf of Jonathan Rosenberg
Sent:	Saturday, October 13, 2007 6:03 PM
To:	Bill Campbell
Subject:	Fwd: Retention, Facebook, and
Forwarded message	
From: Sergey Brin <sergey@goo< td=""><td></td></sergey@goo<>	
Date: Oct 13, 2007 10:29 AM	
Subject: Retention, Facebook, and Founder's Awards	
To: EMG <emg@google.com>, Marissa Mayer <marissa@google.com></marissa@google.com></emg@google.com>	
To. Elvid Certigle google.com, iv	alissa mayer smarrsage google.com
Having talked to a number of pe	ople now, I feel that we are even more at risk retention wise than I had previously imagined.
Rainy weather, a few gps misalignments here and there, and a few noted departures/retirements already set the stage for	
employees to be unhappy.	
The facebook phenomenon crea	tes a real retention problem, I now realize, not just because of FB's direct hiring but the more
insidious effect that everyone wants to start the next facebook or get rich by having a popular fb app. Whether fb itself does	
well or not is hard to predict but it is clear to me that there is a social networking bubble of imitations and tag alongs.	
Finally, we (or basically I) have n	ot done a good enough job of high rewards for high performance.
This is just one small step but on	e we can do quickly and I think will refocus people's attention to how much they can accomplish
within Google. Any thoughts?	
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